

Value Creation Strategy and Decision Making Training Course

30 November – 4 December 2026
Casablanca

AGILE LEADERS
Training Center

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Ref: 2191_260278 **Date:** 30 November – 4 December 2026 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Value Creation Strategy and Decision Making Training Course is a one-week intermediate course for managers, strategy teams, business-unit leaders, analysts, and transformation leads, who leave with a Value Creation Strategy and Decision Portfolio. The course connects purpose, stakeholder value, value drivers, resources, capabilities, strategic options, trade-offs, risk, evidence, decision rationale, and performance measures. Agile Leaders Training Center presents value creation strategy and decision-making practice.

Who Should Attend

- People responsible for strategy development and business-unit choices
- Teams responsible for transformation priorities and resource allocation
- People responsible for business-model and value-driver analysis
- Functions responsible for stakeholder, risk, and performance evidence
- Leaders responsible for approving strategic options and trade-offs

The course assumes participants can interpret basic strategic, operational, and performance information; it leaves out company valuation, detailed financial modeling, integrated-report preparation, and board-level legal duties.

Departments and Industries

The course supports value creation and strategic decisions across commercial, public, and mission-led organizations.

- Corporate strategy and business planning functions
- Transformation and portfolio management teams
- Finance, performance, and business analysis departments
- Public service and infrastructure organizations
- Technology, manufacturing, and professional services
- Nonprofit and social-impact organizations

Learning Objectives

By the end of this course, participants will be able to:

- Analyze an organization-specific value creation system.
- Map stakeholders, value drivers, resources, and capabilities.
- Build strategic options linked to defined objectives.
- Compare benefits, costs, risks, and trade-offs.
- Use evidence and sensitivity tests in decisions.
- Build a traceable strategic recommendation.

Course Agenda

Day 1: Define Value and Purpose

- Purpose-to-Value Alignment Map
- Stakeholder Value Definition Canvas
- Value Creation Boundary Worksheet
- Value Preservation and Erosion Lens
- Strategic Objective Quality Test

Day 2: Map the Value Creation System

- Business Model Value Flow Map
- Resource and Relationship Capital Inventory
- Value Driver Cause-and-Effect Tree
- Capability Contribution Matrix
- Dependency and Constraint Register

Day 3: Develop Strategic Options

- Strategic Option Generation Framework
- Business-as-Usual Comparison Baseline
- Critical Success Factor Filter
- Stakeholder Impact and Trade-Off Matrix
- Option Assumption and Evidence Log

Day 4: Appraise and Select Decisions

- Benefits, Costs, and Risk Appraisal Sheet
- Decision Criteria and Weighting Protocol
- Scenario and Sensitivity Test
- Strategic Fit and Feasibility Scorecard
- Decision Rationale and Approval Record

Day 5: Practice Value Decisions

- Exercise: Define a Value Creation Boundary
- Exercise: Map Value Drivers and Capabilities
- Exercise: Compare Strategic Options
- Exercise: Test Assumptions and Trade-Offs
- Capstone Exercise: Complete the Value Creation Strategy and Decision Portfolio

Practical Exercises

The course uses suggested activities based on commercial services, public infrastructure, technology, and mission-led organizations.

- Suggested activity: define value for an organization and its priority stakeholders.
- Suggested activity: trace how resources, relationships, capabilities, and activities create or erode value.
- Suggested activity: compare strategic options against objectives, impacts, risk, and feasibility.
- Suggested activity: present a recommendation with documented assumptions, evidence, sensitivity, and trade-offs.

FAQs

Who suits value creation strategy and decision-making training?

Value creation strategy and decision-making training suits people who develop strategy, analyze business models, allocate resources, evaluate options, or approve priorities and who can interpret basic operational and performance evidence.

How does value creation strategy differ from company valuation training?

Value creation strategy examines how purpose, stakeholders, resources, capabilities, choices, and outcomes generate or erode value, while company valuation training estimates the financial value of an enterprise or asset.

What are value drivers in strategic decision making?

Value drivers are the factors that materially influence desired outcomes, including customer needs, capabilities, resources, relationships, process performance, risk, and external conditions.

How should managers compare strategic options for value creation?

Managers should compare strategic options against objectives, critical success factors, stakeholder impacts, benefits, costs, risks, feasibility, dependencies, assumptions, and sensitivity to change.

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What makes a value creation decision traceable?

A value creation decision is traceable when its objectives, options, criteria, evidence, assumptions, trade-offs, risks, approvals, and expected measures are documented and linked.

Conclusion

Participants take back a Value Creation Strategy and Decision Portfolio connecting purpose, stakeholders, value drivers, capabilities, options, trade-offs, evidence, and measures. The portfolio makes the reasoning behind strategic choices visible. It supports consistent option appraisal, resource alignment, approval, and later review of whether expected value was created, preserved, or eroded.